



The future of Environmental Labelling of Seafood

Project leader Jostein Storøy

Research director, SINTEF Fisheries and Aquaculture

Introduction



Relevance

- Large variety of eco-labels
- Variation in scope and goal
- Information behind labels are often not traceable
- For consumers and industry this can be confusing
- We already see increased environmental focus in the retail sector, and new concepts are introduced (i.e. Walmart, Tesco)



The ongoing Nordic project: Scientific network within sustainable fishing – documentation, labelling and traceability



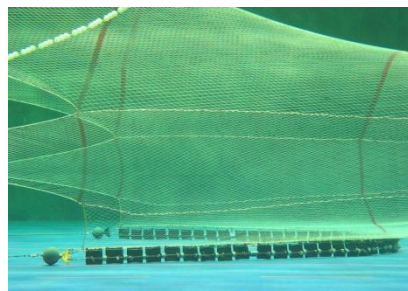
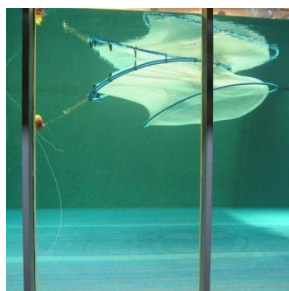
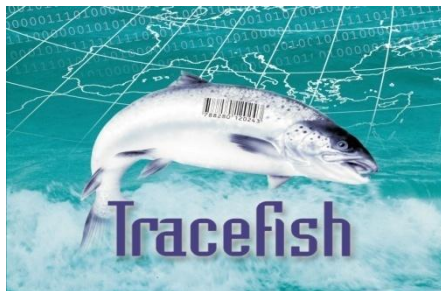
norden

Nordic Council of Ministers

- This is 3. scientific network project
 - Traceability
 - Traceability and Food Safety
- Main project objective
 - Identify solutions for how traceability can contribute to make fisheries more sustainable
- Tool/method
 - Create network with stakeholders from whole business cluster
 - Arrange workshops, and discuss future developments

Why are we so enthusiastic about this?

- We have developed traceability standards and traceability best practice guidelines
 - TraceFish, TraceFood Framework (www.tracefood.org)
 - Facilitates many new applications that can create trust and transparency
- Our institutes develop new environmental oriented fisheries and fish farming technology, but there are few direct incentives for taking these new innovations into use
 - Selective gear and gear with less benthic impact
 - Reduction of energy consumption in fisheries and aquaculture
 - Reduction of escapees in fish farming
 - Life Cycle Assessment methodology for seafood products



Goal for the 2010 workshop

- Give an overview of relevant eco-labels
- Discuss if future label requirements should have a more holistic approach
- Discuss if future eco-labels should have standardized minimum criteria
- Discuss if future eco-labels should have more quantitative criteria, and if traceability can improve transparency and trust (e.g. IUU)
- Discuss how eco-labels can play a more active role in development and implementation of environmentally oriented technology
- Extend our network within eco-labelling and traceability, and establish a dynamic forum for future co-operation and influence

Goal for the 2011 work shop

- Traceback trial of ecolabelled products
- MSC
- KRAV
- Is it possible to trace these products back to source in a rapid way? Are systems and record keeping in place?
- Does the different supply chain actors (e.g. brand owners) record environmental information related to the MSC-certified raw materials and MSC labelled products?
- Is it possible to access this information?

Goal for the 2011 conference

- How do ecolabels take care of their integrity?
- Can we really trust these labels?
- Do they have positive environmental impact?
- How is traceability taken care of in existing ecolabels?
- How are control mechanisms operated?
 - Audits
 - Withdrawal of certificates
- Illuminate new sustainability and traceability initiatives
- Learn from other industries

Conclusions